FENNEMORE.



HEATHER MACRE

Pronouns: she/her

Director

Business Litigation

Phoenix
P: 602.916.5396 F: 602.916.5596
hmacre@fennemorelaw.com

"Just keep swimming,
-Dory, Finding Nemo & Finding Dory"

HEATHER MACRE

Heather Macre is a health care attorney who leads Fennemore's health care practice group. She advises physicians, medical practices, behavioral health organizations, and med spa and wellness businesses on practice formation, regulatory compliance, provider relationships, transactions, and disputes. Her aim is to help clients manage legal issues while they focus on caring for patients and running their practices. Heather is a director at Fennemore and the firm's Co-Chief Privacy Officer.

Heather works with providers from the start of a new practice through its daily operations, growth, and transition. She helps clients assess regulatory risks, develop compliance plans, and put practical policies and procedures in place. Her team helps establish medical, mental health, and med spa and wellness practices and prepares the agreements, patient forms, consents, notices, and other documents they need to operate. She also advises on ownership structures, provider relationships, employment agreements, and healthcare transactions.

Her regulatory work includes HIPAA and patient privacy, fraud and abuse laws, the Stark Law, and False Claims Act matters. Heather drafts and negotiates physician and other provider agreements, hospital recruitment arrangements, restrictive covenants, and office-sharing agreements. When conflicts arise, she represents healthcare professionals and businesses in licensing and disciplinary proceedings, contract disputes, and healthcare and business litigation.

Heather also brings experience in bankruptcy and commercial litigation to matters where legal, financial, and operational concerns intersect. She helps clients understand their options and make decisions that account for their patients, their people, and their business.

Heather's approach to problem-solving has roots in her early interest in art history. While earning her law degree at the University of Florida, she helped pay for school by performing as Belle from

Beauty and the Beast. She still enjoys finding a fresh way through a complex problem.

Outside her practice, Heather serves as an elected director of the Central Arizona Water Conservation District. She lives with her husband, Steven Kruczek, their daughter, Dorothy, and their rescue dogs.

EDUCATION

J.D., University of Florida, Levin College of Law

B.A. University of Florida

AREAS OF PRACTICE

Business Litigation

Health Care

Bankruptcy, Creditors' Rights & Insolvency

Cannabis Business

Privacy & Data Security

AWARDS AND HONORS

Best Lawyers in America®, Administrative / Regulatory Law, 2024-2027

Best Lawyers in America®, Bankruptcy and Creditor Debtor Rights, Insolvency and Reorganization Law, Health Care Law, 2020-2027

Top Lawyer – Health Care Law, *Phoenix Magazine*, 2026

Southwest Super Lawyers®, Bankruptcy: Business 2019-2026

Top Lawyers, Phoenix Magazine, 2025

Southwest Super Lawyers®, Rising Star, 2014-2016

Nominee, American Bankruptcy Institute 40 Under 40, 2017

Honoree, *Phoenix Business Journal* 40 Under 40, 2015

ARTICLES AND PRESENTATIONS

Co-Author, "Fennemore's Industry Analysis of the Rescheduling of Medical Marijuana," Fennemore Blog, May 21, 2026

Co-Author, "Colorado's New "Know Your Health-Care Practitioner Act" Takes Effect June 1, 2026," Fennemore Blog, May 19, 2026

Featured, "Who's Who in Arizona Healthcare for 2025," AZ Big Media, November 19, 2024

Featured, "Opinion: What to know about Central Arizona Water Conservation District candidates," AZ Central, October 17, 2024

Featured, "Who's Who in Arizona Healthcare for 2024," AZ Big Media, January 9, 2024

Author, "Big Changes Are Coming to HIPAA Privacy Laws Heading into Summer," inBusiness, June 1, 2023

Author, "What you should know about recent changes to HIPAA privacy laws," The Business Journal, May 2, 2023

Author, "What you should know about recent changes to HIPAA privacy laws," AZ Big Media, May 2, 2023

Interview, "Legal, Healthcare Trends Impacts Arizonans," Arizona PBS, March 16, 2023

Author, "Legal requirements of senior living residency agreements," City Sun Times, January 29, 2023

Author, "How to choose an elder care facility," Ahwatukee Foothill News, September 13, 2022

Author, "Legal Requirements of Senior Living Residency Agreements," AZ Big Media, July/August 2022

Interview, "What You Need to Know Choosing Elder Care Facility," Arizona PBS, June 2022

Author, "New No Surprises Act reducing the number of unexpected medical bills," Phoenix Business Journal, June 22, 2022

Interview, "Attorney Heather Macre explains new surprise billing law," Arizona PBS, March 28, 2022

Interview, "Outstanding Women in Business 2022: Get to know Heather Macre of Fennemore," Phoenix Business Journal, March 24, 2022

Quoted, "Introducing PBJ's 2022 Outstanding Women in Business honorees, Part 2," The Phoenix Business Journal, February 15, 2022

Co-author, "OSHA Issues Emergency Temporary Standard for Health Care Employers," Fennemore Client Alert, July 8, 2021

Co-author, "Arizona Enacts COVID-19 Liability Protections for Health Professionals," Fennemore Client Alert, April 22, 2021

Interview, "Always Changing – Always Evolving," Fennemore Blog, April 8, 2021

Quoted, "Women to Know + Do Business With," *The KNOW Phoenix*, March 17, 2021

Quoted, "Let's Celebrate Random Acts of Kindness Day," Fennemore Blog, February 18, 2021

Quoted, "Making Sense of It All: Business, the Law and COVID-19," *InBusiness*, February 1, 2021

Quoted, "Ducey extends protections for healthcare workers, long-term care questions remain," ABC 15 Arizona, January 4, 2021

Author, "Top 10 Tips for Physician Employment Contracts," *Arizona Pulse*, November 17, 2020

Quoted, "Common Misconceptions About HIPAA Can Threaten Patient Safety, Quality of Care," *Relias Media,* September 1, 2020

Co-author, "So Who Exactly is Making Decisions Concerning the Elder Care Industry?" Fennemore Client Alert, August 20, 2020

Co-author, "When Can We See Grandma? Regulations Governing Visits to Senior Living Facilities," Fennemore Client Alert, July 27, 2020

Quoted, "How to Comply with New Healthcare Interoperability Rules," *Altexsoft,* July 9, 2020

Quoted, "What New CDC Guidelines Mean for Workplaces as They Reopen," *Healthline*, June 2, 2020

Quoted, "Elderly patients with COVID-19 allowed to return to nursing homes with guidelines," ABC 15 Arizona, May 26, 2020

Quoted, "New regulations require reporting of COVID-19 cases in nursing homes," *Tucson Local Media*, May 20, 2020

Co-author, "Limitations to Assisted Living and Nursing Home Liability in the Wake of COVID-19 and Best Practices to Avoid and Defend Against Claims," Fennemore Client Alert, May 5, 2020

Co-author, "Recent Actions that Impact the Nursing and Assisted Living Industry," *Attorney at Law,* April 23, 2020

Interview, "COVID-19 in Valley Care Facilities," ABC 15 Arizona, April 22, 2020

Interview, "Family Calls for Regular Tests at Chandler Nursing Home that had 13 Coronavirus Deaths," AZFamily.com, April 22, 2020

Co-author, "Recent Actions that Impact the Nursing and Assisted Living Industry," Fennemore Client Alert, April 21, 2020

Author, "Watch for COVID-19 Scams!" Fennemore Craig Client Alert, April 13,2020

Quoted, "Billing telehealth under COVID-19 rules? Use POS 02, document need, watch payer shifts," *Part B News,* March 30, 2020

Co-author, "COVID-19: Health Plan Coverage For Furloughed Employees," Fennemore Client Alert, March 26, 2020

Author, "Regulations Relaxed to Allow Increased Telehealth Usage During COVID-19 Outbreak," Fennemore Client Alert, March 20, 2020

Author, "Coding COVID-19," *Arizona Medical Association,* March 12, 2020

Author, "HHS Releases Final Interoperability Rules Intended to Give Patients Direct Access to Health Data," Fennemore Client Alert, March 12, 2020

Author, "Coding COVID-19," Fennemore Client Alert, March 10, 2020

Author, "Running afoul of Stark," *Part B News,* January 20, 2020

Journal of Law and Public Policy

Journal of Technology Law and Policy

PROFESSIONAL AND COMMUNITY ACTIVITIES

Elected Director, Central Arizona Water Conservation District Board of Directors, 2012 – present

Member, Phoenix Suns Charities 88

Member, Arizona Bankruptcy Inn of Court

Member, Arizona Charter 100

ADMISSIONS

Arizona